12/22/93

(B)

1994 ALTERNATIVE MAGAZINE EVALUATIONS

PUBLICATION	CIRC (M)	DIST	% REGION 5 DIST	FREQ	MEDIAN AGE	% < 21	AUDITED Y/N	(UN)AUDITED SOURCE
MOVIELINE	143	National		21 MONTHLY	32.4	11%	YES	ABC
SOMA	45	San Francisco/west coast		75 BI-MONTHLY	30.0	9%	NO	Survey: OG&P Co.
PAPER	50	NY		10 BI-MONTHLY	28.5	9%	NO	Survey: est 5,000 respondents
OCEAN DRIVE	40	Miami/South Florida		0 MONTHLY	30.0	12%	NO	Verified Audit Circulation Co.
BIKINI	110	National		20 BI-MONTHLY	24.0	14%	NO	Survey: 100 respondents
FILM THREAT	100	National; metro areas		25 BI-MONTHLY	25.0	13%	NO	Survey: est. 3,200 respondents
FAD	37.5	SF/West Coast/10 metro areas		33 QUARTERLY	28.8	2%	NO	Survey: 500 respondents
DETOUR	80	National; NY/California		58 10x/year	29.0	3%	NO	Spectrum Media survey: 1,200 respondents
HYPNO (formerly SIN INT'L)	60	National		33 MONTHLY	28.0	18%	NO	Estimate; survey results pending
BUZZ	70	LA/West Coast		83 10x/year	38.6	4%	NO	Readership survey
SPY	193	National		28 10x/year	33.3	5%	YES	ABC
PULSE (tower records)	310	National		32 10x/yr	27.7	25%	YES	ABC; NOTE: % < 21 is an estimate.
VIBE	200	National		15 10x/year	25.5	21%	NO	MRI prototype est. only; Vibe phone survey of 200 respondents included 13% < age 21
THE ROCKET	130	Seattle/Pacific Northwest		90 BI-MONTHLY	25.7	15%	NO	Survey: 350 respondents
STREET SOUND	40	National		20 MONTHLY	22.0			
RAYGUN	120	National		20 10x/yr	23.5	11%	NO	Survey: 200 respondents
THE NOSE	52	West Coast/metro areas		25 BI-MONTHLY	27.0	9%	NO	Survey: est. 2,250 respondents
HARLEY WOMAN	20	National; Canada	N/A	BI-MONTHLY	28.0			
ZONE	22	Arizona; Southwest		40 QUARTERLY	29.0			
NEW YORK MUSIC	75	NYC/East Coast		0 MONTHLY	26.3	15%	NO	Nightclub surveys: 651 respondents
CREEM	220	National		24 10x/year	27.0	15%	NO	Beta Research Co.
ALTERNATIVE PRESS	67	National		24 MONTHLY	22.3	28%	NO	Survey: 1,847 respondents
BOMB	60	NY/metro areas		40 QUARTERLY	32.0	10%	NO	Moss and Rothschild Consulting/NY

Face to Face 21 N/A

flowchart

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Source: https://www.industrydocuments.ucsf.edu/docs/ypxn0004

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PUBLICATION	% PAID/FREE	PG4CB 1X COST	CIRC CPM
MOVIELINE	97/3	$7,865	$55.00
SOMA	89/11	$3,500	$77.78
PAPER	51/49	$5,247	$104.94
OCEAN DRIVE	–/100	$2,400	$60.00
BIKINI	92/8	$5,000	$45.45
FILM THREAT	70/30	$2,375	$23.75
FAD	95/5	$3,695	$98.53
DETOUR	97/3	$6,500	$81.25
HYPNO (formerly SIN INT'L)	99/1	$1,951	$32.52
BUZZ	N/A	$10,200	$145.71
SPY	96/4	$10,783	$55.87
PULSE	13/87	$10,049	$32.42
VIBE	99/1	$11,400	$57.00
THE ROCKET	42/58	$1,755	$13.50
STREET SOUND	30/70	$3,135	$78.38
RAYGUN	97/3	$5,000	$41.67
THE NOSE	92/8	$2,355	$45.29
HARLEY WOMAN		$2,200	$110.00
ZONE	90/10	$1,815	$82.50
NEW YORK MUSIC	–/100	$5,828	$77.71
CREEM	99/1	$7,452	$33.87
ALTERNATIVE PRESS	98/2	$3,294	$49.16
BOMB	N/A	$4,000	$66.67

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Source: https://www.industrydocuments.ucsf.edu/docs/ypxn0004